Subject: Ship Visit Oceania Insignia June 15
From: visitsp@spcvb.com
Date: 05/26/2016 05:23 PM
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Good Afternoon,

Oceania's Insignia will be here on a Port of Call June 15th. She is finishing up a world cruise that started this past January and will be in port here from 7 a.m.- 9 p.m. This is a smaller ship with 700 passengers and more than 400 crew. These passengers are part of a very affluent market.

You had said to me that you wanted to ensure that everyone was ready to welcome cruise passengers by the beginning of the next cruise season. This is a great opportunity to test our community's abilities.

I propose a few measures that will help make these passengers feel welcome and attract them into town:

-We suggest operating the Downtown Trolley that day. We understand that it may not have been budgeted to run that day, but consider taking one off another day to accommodate this visit. We would suggest starting the trolley about 9 a.m. as these passengers will have been at sea for five days and will be anxious to get off the ship

-Businesses should open early enough to accommodate these passengers beginning sometime after 9 a.m.

-Since we've built a good relationship with this cruise line and the ship's agent, we have been asked to have volunteers at the pier to provide visitor information and directions. We will, of course, accommodate this request. We will direct them to the trolley and we would certainly welcome volunteers or staff from any other organization that wants to help with this work

-We should have a welcome banner specifically for Oceania Cruise passengers and crew. The line will be calling here several times in the next season, so the banner could get multiple uses and is an effective way of making everyone feel welcome

-Consider opening the Warner Grand for tours. We can provide guides. This could be a very effective means of attracting passengers to Downtown and we are working on getting information like this distributed on board the ship before its

arrival.

- We welcome any other ideas anyone may have to make this a joint effort and have it be beneficial to businesses downtown.

Sincerely,

Katherine Gray
Marketing Director

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